

Village of Mukwonago
Downtown Development Committee

Notice of Meeting and Agenda

Thursday, June 27, 2019

Time: 6:00 PM

Place: Mukwonago Municipal Building, 440 River Crest Court

- 1.) Call to Order
- 2.) Roll Call
- 3.) Introduction of Village Planner/Committee Member
- 4.) Approval of the Minutes for the May 29, 2019 DDC meeting
- 5.) New Business
 - Discussion and possible Action on the Following Items:*
 - A.) Review of Downtown Strategic Plan and discussion of Tiered Recommendations
 - B.) Review of the May 24, 2018 DSPSC Potential Streetscape Scope Items & cost estimates.
 - C.) DDC 2019 Budgeted Operational and Streetscaping Proposal Funding
 - D.) Connect Communities
 - E.) Available Resources
 - F.) Service Organizations and Public Participation Strategies
- 6.) Comments from the Public
- 7.) Adjournment

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of May 29, 2019

Call to Order

Village Trustee Roger Walsh called the meeting to order at 6:00 p.m. located at Village Municipal Building, 440 River Crest Ct., Mukwonago, WI 53149

Roll Call:

Members Present:

Ray Goodden
Karl Kettner
Sandra Kulik
Eliza Pautz
Scott Reeves
Dave Stockwell
Roger Walsh
Douglas Yeager

Future Member:

Village Planner

Unfinished Business:

There was no unfinished business. This was the first meeting of the DDC for introductory purposes and to elect Chair and Secretary.

New Business:

Village Trustee Roger Walsh prepared the 05/29/2019 Agenda. The DDC is comprised of 5 voting members and 4 non-voting members with voice.

After DDC members introduced themselves, Open Meeting Law was discussed including distribution of an Open Meetings Pamphlet.

Committee members were sent the Make Downtown Yours website link to the Downtown Strategic Plan prior to the meeting. A summary of four current topics was given regarding status of Pedestrian Friendly movable crosswalk signal on Highway 83 across from 215 N. Rochester St/Fork in the Road

Restaurant, Connect Communities membership status, offer of participation from the Mukwonago Rotary club, and ongoing East Troy Recreational Trail proposal.

Village resident John Meiners, a member of the Rotary Club and also a citizen member of the Village Plan Commission, spoke on behalf of the Mukwonago Rotary's Club desire to partner and participate with the DDC on future streetscaping efforts such as park benches.

Roger Walsh requested nominations for a Committee Chair and Secretary. Sandra Kulik volunteered to be DDC Secretary. Roger Walsh made the motion that Sandra Kulik be elected DDC Secretary. Karl Kettner seconded the motion. Motion carried.

Roger Walsh explained that he is a Village Trustee and Village Board Liaison to the DDC with a one-year term expiring in 2020 and that the DDC needed to elect a committee Chair. Roger Walsh requested nominations for the Chair position. Karl Kettner made the motion to elect Roger Walsh Chair. Motion was seconded by Eliza Pautz. Roger Walsh abstained from voting. Motion carried.

Committee members discussed future meeting schedule. Karl Kettner made the motion that the DDC meet on the 4th Thursday at 6:00 PM at Village Hall. Eliza Pautz seconded the motion. Motion carried.

Public Comments:

Village President, Fred Winchowky attended the meeting and spoke during the Public Comment period provided. President Winchowky provided clarification and information on several of the Agenda Items including answering questions from committee members. President Winchowky expressed Village Board support of the DDC's future Downtown Strategic Plan implementation efforts.

Adjournment:

Roger Walsh requested motion to adjourn the meeting. Karl Kettner made the motion to adjourn. Scott Reeves seconded. Motion carried. Meeting was adjourned at 6:43 PM.

Respectfully submitted by Roger Walsh



Downtown Strategic Plan

Village of Mukwonago

Waukesha and Walworth Counties, Wisconsin

June 2018



Table of Contents

Downtown Strategic Plan Steering Committee Members	2
Executive Summary	3
Development of the Downtown Vision	3
Adopted Mission Statement	3
Strategic Plan Introduction and Overview	4
Why Look at Downtown?	4
Brief History of Mukwonago	4
Key Demographics & Data	5
Summary of Existing Conditions and Market Analysis	5
Downtown Development Goals & Objectives	6
Opportunity Assessment	6
Land Use and Urban Design	7
Redevelopment and Historic Preservation/Restoration	7
Organizational Structures	8
Strategies Used to Create Downtown Master Plan	8
Objective Summary	9
Business Development	9
Cultural and Recreation	10
Historic Preservation	11
Pedestrian Friendly Environment	12
Recommendations	13
Tier 1 - Recommendations	13
Tier 2 - Recommendations	14
Recommendation Descriptions	15
Recommendation 1-1	15
Recommendation 1-2	16
Recommendation 1-3	16
Recommendation 1-4	17
Recommendation 1-5	17
Recommendation 1-6	18
Recommendation 2-1	18
Recommendation 2-2	19
Recommendation 2-3	20
Recommendation 2-4	20

Recommendation 2-5	21
Recommendation 2-6	22
Recommendation 2-7	22
Recommendation 2-8	23
Recommendations Made for Immediate Implementation	23
Reroute of Hwy. 83 Around Downtown	23
Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway	23
Police Department Crosswalk Safety Enhancements	23
Reinstitute the Historic Preservation Commission	24
Next Steps	24
References	26
Appendix A: DSPSC Goals Spreadsheets - with Stakeholders	28

Downtown Strategic Plan Steering Committee Members

Jason Wamser - *Co-Chair Village Resident, & Village Trustee*

Tina Chitwood - *Co-Chair, Village Resident & Wisconsin Economic Development Corporation*

Eric Brill - *Village Resident & Architectural Engineer*

Doug Bruins - *Citizens Bank*

Diana Doherty - *Village Finance Director*

Ray Goodden - *Downtown Business Owner & Real Estate Broker*

Eliza Pautz - *Downtown Resident*

Mark Penzkover - *Village Trustee & Village Resident*

Sue Perkins - *Downtown Resident*

April Reszka - *Mukwonago Area Chamber of Commerce*

Roger Walsh - *Real Estate Appraiser, Downtown Property Owner & Village Resident*

John Weidl - *Village Administrator & Economic Development Director*

Fred Winchowky - *Village President & Village Resident*

A special thank you to Kyle Knott, Village Economic Development Intern



Executive Summary

In September 2017, a steering committee was formed to identify the strengths and weaknesses of the Village of Mukwonago's current downtown environment and to create recommendations for downtown improvements based on those findings. Village officials, residents, business owners and community leaders comprised the Downtown Strategic Plan Steering Committee (DSPSC). This group met twice monthly over a period of nine months to discuss and prioritize information obtained through activities such as visioning exercise, community surveys, presentations and other resources. Public feedback was solicited from interested parties who attended the meetings and at a Community Open House in which we asked participants to rank the proposed initiatives according to what was important to them. The result of all these efforts was summarized in this Downtown Strategic Plan and presented to the Village Board June 20, 2018. It is the steering committee's sincere hope that the Village Board will incorporate these recommendations into its own short and long-term plans for the Village.

Development of the Downtown Vision

One of the committee's initial activities was a visioning exercise which involved members of the audience. Questions were asked: "What kind of downtown should we have?" and "What does the downtown mean to you as an individual and to the community?" Themes began to emerge and provided the basis on which to categorize and prioritize numerous ideas and suggestions. A Mission Statement was adopted to capture the spirit of the exercise and to help guide the committee's task of recommending specific downtown goals and the steps needed to achieve them.

Adopted Mission Statement

Make the downtown a pedestrian-friendly destination centered on historic preservation, business development and cultural and recreational opportunities while noting the importance of Goal #1 of the Comprehensive Plan; to preserve and enhance the Village's quality of life including its historical identity, its small-town atmosphere, the community events and its traditional downtown.

Strategic Plan Introduction and Overview

This plan can serve as a guide for the Village of Mukwonago to prioritize and implement improvement projects within the four key areas identified by the committee:

- Business Development
- Culture and Recreation Opportunities
- Historic Preservation
- Pedestrian-Friendly Destination

Why Look at Downtown?

Downtowns are the heart of any community and Mukwonago's downtown is no exception. Mukwonago's unique small town feel is often what draws residents and visitors to the Village. Providing opportunities for people to spend time downtown helps local businesses and encourages new businesses to consider investments in the Village. A thriving downtown also builds a greater sense of community and pride in the Village and aids in the growth of the community's economy. Investment in arts, culture, entertainment, history and events are all important factors in developing a strong downtown. These concepts are part of a nationwide movement called Smart Growth which supports revitalizing Main Street America. We must give people reasons to visit downtown Mukwonago again and again.

In considering all that Mukwonago's downtown has to offer, attention must also be paid to concerns such as traffic and pedestrian safety, parking issues and the preservation of Mukwonago's historical character.

Brief History of Mukwonago

Mukwonago - which translates to Place of the Bear - was first settled in the 1700s by the Potawatomi and by the mid 1800s, saw its first European settlers who began envisioning a town. Mukwonago continued to grow as a farming community aided by the establishment of the Wisconsin Central Railroad which increased its ability to distribute crops. Additionally, diverse business development occurred as more settlers arrived in the area. One hundred years later, Mukwonago began to evolve into a tourist destination as travelers discovered its freshwater springs. In 1905, the town was incorporated into a village and by the late 1980s, Mukwonago saw its most substantial growth as subdivisions began to develop and an industrial park was built.

Throughout the Village's evolution, the downtown has struggled to hold on to its character and charm. The recommendations seek to improve upon these qualities and create a vibrant gathering place for residents and visitors.

Key Demographics & Data

Today, Mukwonago continues to grow with approved plans for a new tax base projected at \$157 Million and 1,325 new residents within 10 years. The Village has grown in value on average 4.25% annually and the 2017 estimated population has increased to 7,878, a 23% increase since 2000.

Demographic and economic analysis provide an overview of a community's composition and helps guide planning efforts. The source of the following snapshot of the Village of Mukwonago comes from the U.S. Census Bureau 2010 survey, with some figures updated based on 2012-2016 American Community Survey 5-Year Estimates.

https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

2010 Total Population	7,355
2017 Population Estimate	7,878
Median Age	39
Number of Companies	468
Educational Attainment (% high school graduate or higher)	97.2%
Total Housing Units	3,175
Median Household Income	\$64,011
Individuals below Poverty Level	8.7%

Summary of Existing Conditions and Market Analysis

The DSPSC reviewed several existing Village reports and studies¹ in order to understand prior attempts at resolving some of the downtown issues and to evaluate whether any of the proposed solutions were still viable. According to a report called *Responsive Urbanism* by the University of Wisconsin-Milwaukee and Technische Universitat Graz-Austria, Mukwonago “has a bare-bones planning structure and a largely unrecognizable city center, with the market playing a perhaps exaggerated role in the decision-making process.” The report also stated most of the planning has been ineffectual, this is the Village’s chance to turn that around and impact the downtown and the greater community for generations to come.

¹ These resources are listed in the Reference Section of this downtown plan.

Downtown Development Goals & Objectives

The DSPSC was tasked to develop a comprehensive strategic plan with recommendations for groups to lead and accomplish specific goals. The DSPSC adopted a timeline to complete this report by April 2018; although with the date of the community feedback open house occurring later than originally anticipated, the group adjusted its targeted date of completion to May 2018.

The following list describes the topics and ideas discussed in the committee meetings and form the basis of the final recommendations which will be described in more detail later in the plan:

- Identifying the main features that attract people to a downtown area - whether to visit or to invest in a business opportunity?
- Repurposing land use and potentially expanding the downtown core to incorporate the waterfront
- Promoting a vision for specific areas by encouraging the highest and best use of property available for redevelopment
- Investing in public infrastructure both above-ground and below-ground (e.g. sidewalks, lighting, sewer and water upgrades, and re-routing heavy truck traffic to bypass downtown)
- Developing and implementing Architectural Enhancements and Design Guidelines
- Promoting Historic Preservation through an entity such as a Historic Preservation Commission
- Establishing zoning recommendations to allow desired businesses
- Implementing Wayfinding Signage
- Retaining, supporting and recruiting fresh retail, business mix
- Programming for events, festivals, promotion
- Analyzing parking and traffic
- Initiating a group to spearhead downtown revitalization (e.g. Business Improvement District or Community Development Authority)

Opportunity Assessment

In evaluating the numerous ideas that arose through the committee's activities, the DSPSC identified the following broad areas to be addressed via the plan recommendations.

Land Use and Urban Design

- **Downtown Boundaries:**
Downtown Overlay District with arterial spokes north on 83 to Field Park, South on 83 to the railroad overpass and Southwest on ES to Indian Head Park.
- **Pedestrian Amenities:** missing sections of sidewalk to access downtown, need for pedestrian crossings with safety features added, concrete medians/bump outs, etc.
- **Transportation:** Hwy. 83 traverses through downtown including heavy truck traffic, backups at prime commuting hours and throughout the day depending on events
- **Land Use:** missing a focus on historic preservation, the positive economic impact of historic preservation on property values, and the need to capitalize on Mukwonago's Certified Local Government status
- **Streetscape:** limited by few public spaces, pocket parks, benches, bike racks, etc. and Mukwonago is in need of landmarks to denote you are both entering and within a historical pedestrian-friendly downtown area
- **Parking:** no signage directing visitors to existing public parking

EXHIBIT 1
Ordinance No. 931



Sub-Districts

- Red — Retail Center
- Green — Multi-Purpose Perimeter
- Yellow — Residential Perimeter

Redevelopment and Historic Preservation/Restoration

- **Facade Renovations:** there is no plan for cohesive image/design guidelines of downtown
- **Historic Preservation:** no active group to review plans and to promote historic preservation following Federal guidelines for evaluating the historical importance of a property (such as a Historic Preservation Commission or Landmark Commission)
- **Real Estate Market:** underutilization of second stories, vacancy rate, removal or repurposing of blight
- **Business Organization:** no group to support the downtown cause politically, technically and financially, such as through a Business Improvement District (BID) or Community Development Authority (CDA)

Organizational Structures

- Collaboration: a structure involving private groups, non-profit organizations, consultants, municipal staff and elected leaders does not currently exist to address, or attempt to resolve, downtown issues
- Resources: without a group supporting downtown initiatives and making recommendations to the Village Board, there aren't dedicated resources to improve the downtown in the municipal operating or capital budgets

Strategies Used to Create Downtown Master Plan

The following activities were completed by either the full committee, individual members or support staff in order to amass and evaluate information needed to prepare the Downtown Plan.

- Vision Session held on September 28, 2017
- DSPSC goals defined on October 12, 2017
- Invited industry experts to present on the topics of Historic Preservation, Strategic Planning and current zoning in Downtown Mukwonago
- Independent research conducted by committee members on the topics of: CDA's, BID's, Connect Communities, etc.
- Review of peer community plans and the Smart Growth America planning concepts
- Logo and tagline "Make Downtown Yours" created for the planning committee
- Social media campaign including a Facebook page and meeting information housed on the Village's website. The DSPSC considered the immediate feedback provided by Facebook users and Public Comment sessions during public meetings.
- Online community survey to evaluate the current perception of downtown by the general public and to serve as an initial gauge regarding the proposed goals defined by the DSPSC
- Hard copy media via banners, newspaper articles and brochures handed out during the Midnight Magic event, information flyer for a community feedback open house sent out with the utility bill
- An open house was held April 12, 2018 to seek community input on committee recommendations

Objective Summary

The DSPSC identified four primary categories which they used to formulate the recommendations of the Plan. The goals and objectives of each of the four categories are outlined in this section.

Business Development

Goals	Objectives
Enhance and Support the Downtown Business District	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
Support Business Attraction, Growth and Expansion Activities	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a second location. Maintain and grow existing businesses.
Creation of an organizational structure to facilitate business development in downtown	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation, redevelopment and repurposing of buildings to address demand challenges.

Cultural and Recreation

Goals	Objectives
A connected parks and trails system that promotes a connection to nature, recreation and downtown.	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
Events programming that promotes community engagement and cultural offerings.	Capitalize on the Village's cultural assets (Community Library, Chamber of Commerce and Red Brick Museum) and events (arts, culture and heritage) to build economic prosperity, quality of life and small-town community identity.
A strong and engaged network of neighbors, community groups and volunteers.	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.



Historic Preservation

Goals	Objectives
Develop a group to guide and support historic preservation	Create and support a community group with a focus on historic preservation.
Develop downtown design guidelines	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
Increase Community Engagement and Awareness	Educate the public, create transparency about the historic preservation program, engage the public to become ambassadors of the program.



Pedestrian Friendly Environment

Goals	Objectives
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway	Reduce heavy truck and thru traffic downtown for the long-term to promote a pedestrian/destination-friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.
Adopt a Truck Route that Bypasses Downtown	Reduce heavy truck and thru traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment	Downtown's environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Downtown's environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image	Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.

Recommendations

The following recommendations are offered based on the review of historical downtown plans, discussion of activities previously undertaken by committees and advisory groups with a focus on downtown Mukwonago, research conducted about downtown best practices and available tools, Smart Growth America, the 2017 community e-survey results, and feedback received during the 2018 community feedback open house.

Recommendations are offered, in priority order, as determined by the DSPSC and listed as Tier 1 and Tier 2 groupings. The Plan focus includes the Village Center Overlay Zoning District and the residential areas in the boundaries between Field Park on the North and Indian Head Park on the southwest as well as on Hwy. 83 to the railroad overpass in the southeast.

Tier 1 - Recommendations

These recommendations are those that should be acted upon within a one to two-year timeframe. These recommendations are of the highest importance to the committee and the community. Additional details for each recommendation follow in the next section titled "Description."

- 1-1 | Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.
- 1-2 | Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.
- 1-3 | Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in downtown.
- 1-4 | Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.
- 1-5 | Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.
- 1-6 | Investigate the development of a Downtown Business Owner's Association to support and enhance downtown.

Tier 2 - Recommendations

These recommendations should be acted upon within a three to four-year timeframe, as some recommendations build off of the Tier 1 plans. Additional details for each recommendation follow in the next section titled "Description."

- 2-1 | Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements.
- 2-2 | Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.
- 2-3 | Promote and collaborate with the Library, Chamber of Commerce, Red Brick Museum and the Wisconsin Historical Society for historical and cultural events and programming.
- 2-4 | Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.
- 2-5 | Create financial support programs to encourage and support downtown building improvements and business development.
- 2-6 | Invest in wayfinding signage around the downtown and to key points of interest in the Village.
- 2-7 | Marketing of existing public parking options in downtown.
- 2-8 | Investigate the development of a Business Improvement District (BID) to support and enhance downtown.



Recommendation Descriptions

The following details have been offered by the DSPSC for background and support for each recommendation. The estimated costs have been included for capital expense planning purposes and offer a range of cost based on committee members' history and knowledge for the items. When available, actual cost estimates have been noted.

Recommendation 1-1

Engage a firm to create a roadway design and streetscaping enhancement plan. Elements to be included: sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.

Mukwonago has a fair amount of historic buildings at its core, but the Hwy. 83 roadway corridor through downtown leaves a lot to be desired with many concrete surfaces, mismatched benches and lighting and limited color in the downtown. The downtown environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Other considerations include:

- Overall cleanliness, attractiveness, maintenance and repair, and safety
- Connect to the rest of the community through signage and sidewalks
- Inventory existing sidewalks, crosswalks and other amenities such as benches, planters and garbage bins
- Address sidewalks, crosswalks and pedestrian safety features such as activated flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains, gathering spaces and gateways
- Connect and enhance Indianhead Park on the southern boundary of downtown
- The plan should also include a comprehensive recommendation for the downtown along with a list of potential funding sources
- Regarding implementation (see Tier 2 recommendations), consider a manageable block-by-block plan instead of attempting to improve the entire district at once

This recommendation addresses enhancing the environment in downtown to be a welcoming, friendly, attractive, colorful, connected and safe environment.

❖ **Estimated Planning Cost: \$10,000-\$50,000**

Recommendation 1-2

Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.

To reduce heavy truck traffic, the DSPSC has recommended to the Village Board to adopt an ordinance diverting heavy truck traffic from Hwy 83 to Veterans Way/Holz Parkway. This should be supported by:

- Educating truck drivers of the preferred truck route
 - Installation of new signs indicating the bypass route
 - Educating residents and visitors about the option to use Veterans Way/Holz Parkway if they do not intend to stop at a business/location in downtown
 - It is important that this recommendation does not negatively impact the business community, so the DSPSC is recommending the installation of additional signage to direct traffic to the historical downtown retail center
- ❖ Estimated Cost: \$250-\$2,000 for new signs to be installed informing drivers of new routes and limited costs associated with the Village Attorney's time spent on the project.

Recommendation 1-3

Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in the downtown area.

An engaged network of neighbors, community groups and volunteers should be created to develop additional cultural opportunities while capitalizing on the Village's existing assets (Red Brick Museum, Community Library) and events (arts, culture and heritage). The goal will be to articulate the unique character of downtown culture, heritage and recreational activities.

- Strengthen relationships with individuals and organizations to build a common vision and thereby maximize resources
 - Allocate additional human and fiscal resources for marketing and promoting the activities of this group
 - Encourage a connected parks and trail system that promotes a link to nature, recreation, and the downtown. Consider the goals for the Village's Comprehensive Outdoor Recreation Plan (2017) to make informed decisions pertaining to facilities and parks before making capital investment plans
- ❖ Estimated Cost: TBD based on the amenities and resources to be developed.



Recommendation 1-4

Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.

In recent history, the Village had a Historic Preservation Commission (HPC) which was absorbed by Mukwonago's Plan Commission. Reinstating a HPC is a top priority activity in the Tier 1 recommendations based on the community survey, feedback from the open house as well as the committee members' research on this topic. The Village also maintains a Certified Local Government (CLG) status with the Wisconsin Historical Society (WHS). The recommended activities for this group include:

- Assess the benefits of activating the Village's CLG status
- Conduct walking tours to promote the historic features and cultural assets of downtown (in cooperation with the Red Brick Museum)
- Coordinate with the Red Brick Museum and Chamber to educate property owners about the benefits of historic preservation
- Conduct an architectural review based on newly created Design Guidelines (Tier 2 activity)
- Develop financial tools to support historic preservation and compatible redevelopment (Tier 2 activity)

❖ Estimated Cost: \$0

Recommendation 1-5

Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.

By engaging a firm such as the UW-Extension to conduct a market analysis, relevant market data and information can be used to support existing and new business growth. Additional areas to be addressed in this report should include:

- Industry cluster targets and a market gap-analysis
- Programs to attract locally-owned, independently-owned, niche/specialty businesses as well as existing businesses seeking a second location in downtown
- Conduct a business and building inventory
- Compare attraction prospects with existing land use and zoning ordinances within the Downtown Overlay District
- The results of the program should be communicated with existing businesses and property owners via a business outreach program (Tier 2 activity)

❖ Estimated Report Cost: \$5,000-\$10,000

Recommendation 1-6

Investigate the development of a Downtown Business Owner's Association (DBA) and in years 2-3 a Business Improvement District (BID) to support and enhance downtown.

Downtown business development is most successful when led by a strategically-focused group. The DSPSC recommends the creation of an organizational structure to lead downtown business redevelopment activities and projects. Potential structures include:

- Downtown Business Owner's Association (DBA)
- Existing Village Economic Development Committee (EDC)
- A committee to be created under the Chamber of Commerce
- A Business Improvement District (see Tier 2 recommendation)
- Main Street program
- Connect Communities program

The DSPSC is not recommending the Village coordinate the ongoing management/organization for downtown business development, as this is best done in a partnership with the Village, business owners, property owners and key downtown stakeholders. The Village should continue to highlight downtown economic development efforts during the annual Economic Development Breakfast, and for the Village President to continue with business retention visits, as well as engage in discussion with the newly created entity.

❖ Estimated Cost - DBA (Tier 1): \$0

Recommendation 2-1

Invest in the maintenance and replacement of pedestrian safety features and roadside amenities.

Building off of Recommendation 1-1 there will be needed maintenance as well as additional features to consider for the beautification of downtown. Elements to be assessed include but are not limited to:

- Maintaining sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage and recycling bins, bike racks, elements that offer shade, vegetation, restrooms, water fountains and gathering spaces
- Developing an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time
- Enhance the entrances to the historical pedestrian-friendly downtown with prominent visual upgrading and/or utilizing landmarks to serve as gateways

❖ Estimated Cost: Varies depending on the elements to be installed.

Recommendation 2-2

Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.

Historic buildings are critical to the fabric of downtown. The Village Historic Overlay District ordinance provides guidance for maintenance and improvements made to existing commercial and residential properties in the District. By engaging a firm to develop a Design Guidelines Plan that focuses on exterior building improvements, the fabric of downtown will be enhanced for future generations to enjoy.

The guidelines should serve as a tool for commercial and residential properties during building renovations and new construction to support a cohesive image and branding for downtown. This will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community. Incorporating the recommended roadway improvements from the previous recommendation in the Tier 1 (see Roadway Improvements and Streetscaping Enhancement Plan) will maintain compatibility with the existing environment.

The firm will also conduct an independent analysis of commercial properties for the entirety of Mukwonago's downtown and include action items, funding sources and a consideration of multi-use housing opportunities.

It is recommended that the selected firm and the Village engage the public through several methodologies:

- Include downtown stakeholders and residents in several visioning as well as community workshops. Items to be addressed include the current status of properties, identification of properties suited or marketable for commercial use and areas that lend themselves to possible redevelopment
- Present results to the public for comment in informational feedback sessions
- Share design guidelines with the public via the Village's website and other resources

❖ **Estimated Cost: \$10,000-\$50,000**



Recommendation 2-3

Promote and collaborate with community-based organizations for historical and cultural events and programming.

Mukwonago has existing groups, such as the Community Library, Chamber of Commerce and Red Brick Museum, that offer programs and other activities which enhance the historic and cultural identity of the Village. The DSPSC recommends developing partnerships with these groups, the newly formed Historic Preservation Commission, the Mukwonago Area School District and Education Foundation, as well as downtown property and business owners to support existing events while encouraging new activities and cultural programming in the downtown.

❖ Estimated Cost: \$0*

**New events/activities may require funds for implementation and marketing.*

Recommendation 2-4

Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.

The DSPSC recognizes the existing events and offerings by the Community Library, Chamber of Commerce, Red Brick Museum, School District, among others that provide historic and cultural benefit to Village residents and visitors. The Committee recommends actively conducting cross-promotions by each of these groups to create a strong and engaged network that will showcase activities throughout the community. The end goal is that residents have a greater sense of belonging and civic pride to support local, cultural and recreational activities.

- Promote the development of a community calendar to consolidate all planned activities and events

❖ Estimated Cost: Varies depending on the type of marketing to be deployed.



Recommendation 2-5

Create financial support programs to encourage and support downtown building improvements and business development.

A part of implementing the new Design Guidelines and Market Analysis, financial support programs must be developed to encourage and support downtown building improvements and business development.

- Identify and research financial tools to support historic preservation, building improvements and compatible redevelopment (ex. Local lenders low-interest loan pool and Façade, White Box Grant and Signage Grant)
- Identify other funding mechanisms to support business development (ex. Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)
- Implementation of selected financial assistance programs to be conducted by the Village and/or newly created HPC (or BID)
- Grants which aid in the revitalization of specific properties within downtown should also be pursued (ex. WI Economic Development Corporation's Community Development Investment Grant and Brownfield Grant)
- Continue the existing business retention program conducted by the Village President
- Create marketing materials to summarize all the available local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) with property and business owners

❖ *Estimated Cost: Varies with the program to be created**

**Source of funds may come from the Village's General Fund, TIF, BID, etc.*

Recommendation 2-6

Invest in wayfinding signage around the downtown and to key points of interest in the Village.

Develop a plan and install a coordinated wayfinding signage system throughout the Village including Downtown and Downtown Neighborhoods (ie: Pearl Street as a destination).

A system of well-balanced parks as well as land and water trails that connect and direct users to downtown, engages people of all ages and backgrounds, while enhancing the overall quality of life for Village residents and visitors. The Village has many trails that serve a range of uses (walking, biking, East Troy Railroad Trolley, boating, canoeing and kayaking on the rivers and lakes).

- Signage will be installed to direct trail users to downtown
 - Install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district
 - Downtown parking options must be signed and should present a positive and aesthetically pleasing image
- ❖ *Estimated Cost: Varies, but may range between \$10,000-\$25,000 depending on the number and style of signs to be installed.*

Recommendation 2-7

Marketing of existing public parking options in downtown.

Public parking spots exist within downtown in both public parking lots and on-street parking. These parking spaces serve visitors, daytime workers and attendees of special events.

The Chamber of Commerce, in its function as a visitors' bureau and special events coordinator, existing businesses, and other community stakeholders offer numerous tools to educate the public about the location of public parking options in downtown.

Recommendations include:

- Develop a map to share with business owners; online map resource
 - Identifying the location of all parking spaces
 - Install wayfinding/directional signage to identify the location of parking lots
 - Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown
- ❖ *Estimated Cost: TBD*



Recommendation 2-8

Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

See Recommendation 1-6.

- ❖ Estimated Cost - BID (Tier 2): Each property owner in the BID pays an annual special assessment tax.

Recommendations Made for Immediate Implementation

During the development of the strategic plan the DSPSC made the following recommendations to the Village Board for immediate implementation. The committee took such action as these activities were rated important by the community survey and by prior committees focused on downtown planning. A number of the items recommended by the DSPSC are quick-wins such as: roadway design planning and reinstituting the HPC, some recommendations will take longer to implement such as a reroute Hwy. 83.

Reroute of Hwy. 83 Around Downtown

The DSPSC recommended the Village Board pursue negotiations with WisDOT to complete a jurisdictional transfer of Hwy. 83 through downtown on Veterans Way/Holz Parkway. The urgency in this recommendation is the goal of reducing heavy truck and thru traffic downtown for the long-term and to promote a pedestrian/destination-friendly environment. An ownership transfer of Hwy. 83 in downtown to the Village would provide the Village unimpeded access to fix and improve the oldest infrastructure in the Village both above and below the road.

- ❖ Estimated Cost: TBD

Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway

See Recommendation 1-2.

Police Department Crosswalk Safety Enhancements

Meetings between Village officials and WI Dept. of Transportation in March 2018 resulted in the Village being granted permission to pursue pedestrian safety enhancements on Hwy. 83. The Village will be responsible for funding 100% of the costs of the improvements. A comprehensive roadway design should be considered prior to implementation of these enhancements - see Recommendation 1-1. The downtown core area from Hwy. LO to Field Street should be the primary focus for immediate improvements.

In the interim it is recommended that an educational campaign be developed.

- A mailer to be included with the utility billings
 - Reminders that it's State Law to stop at pedestrian crossings
 - Utilizing Veterans Way/Holz Parkway as an alternative to reduce the number of non-stop vehicles through downtown
- Reinstall pedestrian crossing signs in the middle of the road on Hwy. 83 as soon as possible in the spring
- The downtown business community, residents and the Police Department continue to meet and work together to address safety issues

❖ Estimated Project Cost: \$250,000

Reinstitute the Historic Preservation Commission

See Recommendation 1-4.

Next Steps

The Downtown Strategic Plan Steering Committee would like to thank the Village Board for their thoughtful consideration of this plan's recommendations. Many hours have been spent planning, surveying, discussing and debating the information that has been summarized in this report. Village residents and business owners have provided valuable input on what is important to them and have expressed excitement over the potential changes that will impact and shape the future of Mukwonago's downtown.

Continued discussions and planning for the implementation of the plan's recommendations is vital to keep the momentum moving forward. Recommendations of capital improvements involving Village funding should be incorporated into the Village's 5-year capital plan in a manner that makes implementation feasible and cost-effective for Mukwonago's taxpayers.

Concurrently, some recommendations can be implemented by individual property owners and downtown stakeholders. Property owners are encouraged to think about the elements of this plan that they can directly impact, such as: installing bike racks, undertaking building façade improvements, and encouraging the Hwy. 83 jurisdictional transfer. Stakeholders throughout the Village can continue to voice their opinions and support for the Village's initiatives to make the downtown pedestrian-friendly and historically significant. Encouraging business development and providing cultural and recreational opportunities to continue bringing the community together is essential.



As the adopting body of this plan, the Village Board plays a significant role in ensuring the recommendations are implemented. In addition to authorizing funding when needed, the Board needs to create the ad hoc committees or stakeholder groups necessary to further explore the plan's recommendations and take the necessary steps to ensure the goals are ultimately met. In doing so, the Board will define the metrics and frequency by which they want to receive reports from the stakeholders showing their progress toward goal completion. Operating budgets may be needed to provide funding for some of the committees' activities, for example, the annual \$200 fee to join Connect Community or mailing notices to residents. The use of Village staff to serve on the committees or assist with specific tasks may need to be granted within the parameters of existing staff budgets. Other estimated costs for specific plan recommendations are listed within the Plan for inclusion in the budget when authorized by the Village Board.

To ensure we continue to receive ongoing feedback from the community, it is vitally important that the activities in this plan be conducted by citizen volunteers and key stakeholders (see the Stakeholders column in each Goals/Activities Recommendations section in the Appendix). Each of the four key areas recommended in this plan should have its own Chair(s) and committee members. The committees should be led by involved citizen volunteers and stakeholders, with a Village Trustee as an active member of each committee who can obtain assistance from Village Staff as necessary. Communication between the individual committees, Village Board and Village Staff to keep each entity apprised of activities occurring in the development of downtown is vital, so the Village's assistance in facilitating communication will be extremely helpful. In addition, the Village Board's support in authorizing the funding, and partnering with other stakeholder groups, to obtain professional services in designing or implementing specific recommendations is crucial in achieving the Plan's goals and in the ultimate success of the overall Plan.

The Downtown Strategic Plan Steering Committee members have been enthusiastically engaged in all the activities culminating in this Plan's recommendations. The number of people responding to the online survey, attending the community feedback open house, and signing up to volunteer in implementing the recommendations of the Plan, has been impressive. The Village Board is in an enviable position as the community has wholeheartedly embraced the "Make Downtown Yours" theme and the passion to continue the effort started by the steering committee is strong! The Village has an opportunity to engage interested community members to further explore the Plan recommendations and work in conjunction with the Village Board to implement them. It will be exciting to see the progress as the Plan's actions are implemented and the Downtown is transformed into a place we can all say we had a hand in shaping. Thank you again for your consideration of the Plan and the future of Downtown Mukwonago.

References

- Village of Mukwonago Comprehensive Plan 2035
 - <http://edo.nearherenow.com/wp-content/uploads/2017/03/20090730-Comprehensive-Plan-20090810-Final.pdf>
 - Adopted October 6, 2009
- Village of Mukwonago Walworth and Waukesha Counties, Wisconsin Update to Comprehensive Plan 2035
 - <http://www.villageofmukwonago.com/wp-content/uploads/2017/03/Update-to-Comprehensive-Plan-2025-11-29-16-adopted.pdf>
 - Adopted November 29, 2016
- WIS 83 Alternative Route Evaluation
 - http://www.villageofmukwonago.com/wp-content/uploads/2015/02/2013_WisDOT_Mukwonago-WIS_83_Alt_Route_Eval.FINAL_053113.pdf
 - May 2013
- Primary Objectives of Village Center Overlay Zoning District
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Village-Planner-Presentation.pdf>
- Responsive Urbanism Report
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/20170911125952671.pdf>
 - Published 2009
- Architecture & History Survey
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Architecture-History-Survey.pdf>
 - Survey Date: December 1997
- Assessment Analysis
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Assessment-Analysis.pdf>
- UW Extension Characteristics of Successful Downtowns
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Characteristics-of-Successful-Downtowns-UW-Extension.pdf>
 - Published December 2005
- Mukwonago Historic Preservation Residential Guidelines
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Muk-Design-Guidelines-2007-3.pdf>
- Mukwonago Traffic Analysis
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Mukwonago-CPU-ADT.pdf>
 - Data for 2009-2015
- STH 83 Reconstruction Cost Estimate
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/STH-83-Estimate-20170727.pdf>
 - Created July 2017

- What Defines Walkability
 - http://mukwonagodowntown.com/wp-content/uploads/2017/09/What_Defines_Walkability_Walking_Behavior_Correlates.pdf
 - Published 2005
- Village Center Overlay District Guidelines
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Village-Center-Overlay-District.pdf>
- Downtown Revitalization Survey Results
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/12/Downtown-Revitalization-survey-results-final-draft.pdf>
 - Published December 2017
- Historic Architecture Resources Survey
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Historic-Architecture-Resources-Survey.pdf>
 - July 2001
- Smart Growth America's "(Re)Building Downtown – a Guidebook for Revitalization"
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/rebuilding-downtown.pdf>
 - Published December 2015
- Mukwonago Community Profile 2017
 - <http://mukwonagodowntown.com/wp-content/uploads/2017/09/Mukwonago-Community-Profile-2017.pdf>
- Parking study
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/Parking-Assessment-and-Recommendations.pdf>
 - January 2012
- Public Workshop - Survey Results
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/DSPSC-Workshop-Survey-Results-Total-Score.pdf>
 - <http://mukwonagodowntown.com/wp-content/uploads/2018/05/DSPSC-Workshop-Survey-Results-Graphical.xlsx>
 - April 2018



Appendix A: DSPSC Goals Spreadsheets - with Stakeholders



Downtown Mukwonago Strategic Plan 2018

Focus: Business Development

APPROVED Date: 1/25/18

~Business Development Strategic Goals~	
Goals	Objectives
Enhance and Support the Downtown Business District	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
Support Business Attraction, Growth and Expansion Activities	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location. Maintain and grow existing businesses.
Creation of an organizational structure to facilitate business development in downtown	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation and redevelopment of product to address demand challenges.

Business Development Goals			
Goals	Action/Event	Stakeholders	
Enhance and Support the Downtown Business District	Identify an immediate central point of contact and develop an organization to lead downtown business development activities (ex. Connect Communities group, Main Street organization, downtown business owners' association).	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -Economic Development Committee (EDC) -Chamber of Commerce -Downtown Business and Property Owners -Village Administrator/Economic Development Director -EDC -Future Historic Preservation Commission (To Be Determined) -Future Community Development Authority (To Be Determined) -Future organization to become the central point of contact for downtown business development -Chamber of Commerce 	
	Identify and implement appropriate funding mechanisms to support business development and building improvements (ex. Façade and Signage Grant, White Box Grant, Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)		
	Create marketing materials to summarize local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) and share with property and business owners.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -HPC (TBD) -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce 	
Support Business Attraction, Growth and Expansion Activities	Engage UW-Extension to conduct a market analysis or update the existing market/gap analysis to identify target businesses and industry cluster targets for a business attraction program.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce 	

		Conduct a downtown business and building inventory.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.	<ul style="list-style-type: none"> -Planning/Zoning Administrator reporting to: -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
		Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 nd location.	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a business outreach program to communicate the results of the market analysis. Survey and/or discuss growth opportunities and challenges with existing business and building owners. Suggested discussion item: -Is the business experiencing space constraints for future growth?	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
Creation of an organizational structure to facilitate business development in downtown		Implement the creation of a Community Development Authority or other organization to support redevelopment. Review the option to convert the EDC into a CDA, RDA, BID, etc.	<ul style="list-style-type: none"> -Village Board -Village Administrator/Economic Development Director -EDC

		<p>Work with property owners, developers and realtors to determine which properties are suited or marketable for commercial use and identify areas that would lend themselves to possible redevelopment.</p> <p>Action Ideas:</p> <ul style="list-style-type: none"> -Host a roundtable discussion with stakeholders -Develop a list of properties to be addressed 	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Police/Fire Depts. -Downtown Property Owners & Businesses -Developers/realtors -Chamber of Commerce
		<p>Engage a planning firm to develop a Downtown Redevelopment Plan. The focus area(s) to be determined by the key sites ID'd in the previous goal. The plan should include: action items, funding sources and a consideration of multi-use housing opportunities.</p>	<ul style="list-style-type: none"> -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce
		<p>Highlight downtown economic development efforts during the annual Economic Development Breakfast.</p> <p>Engage in discussion that promotes increased population within the Village in addition to promoting increased daytime population in downtown.</p> <p>Discussion topics:</p> <ul style="list-style-type: none"> -Multi-use development within downtown -Increasing residential units throughout the Village -Increasing office units in downtown 	<ul style="list-style-type: none"> -Village Administrator/Economic Development Director -CDA (TBD) -HPC (TBD) -Future downtown organization (TBD) -EDC -Plan Commission -Planning/Zoning Administrator -Village Administrator/Economic Development Director -Village Board -Chamber of Commerce

		Pursue grants which aid in the revitalization of specific properties within downtown districts.	-Village Administrator/Economic Development Director -CDA (TBD) -HPC (TBD) -EDC -Future downtown organization (TBD)
--	--	---	---

Downtown Mukwonago Strategic Plan 2018

Focus: Cultural and Recreation- Events

APPROVED Date: 1/25/18

~Cultural and Recreation – Events Strategic Goals~	
Goals	Objectives
A connected parks and trails system that promotes a connection to nature, recreation and downtown.	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
Events programming that promotes community engagement and cultural offerings.	Capitalize on the Village's cultural assets (Red Brick Museum, library) and events (arts, culture and heritage) to build economic prosperity, quality of life and community identity.
A strong and engaged network of neighbors, community groups and volunteers.	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.

Cultural and Recreation - Events Goals

Goals	Focus Year(s)	Action/Event	Stakeholders
A connected parks and trail system that promotes a connection to nature, recreation and downtown.		Consider the goals of the Village's Recreation Plan (2017) to make informed decisions pertaining to facilities/parks before making capital investment plans.	
		Encourage opportunities for community spaces (ex. pocket parks) within downtown to allow for additional programming and community meeting and relaxation spaces in downtown.	
		The Village has many trails that serve a range of uses (walking, biking, East Troy Rail Road Trolley, boating, canoeing and kayaking on the rivers and lakes). Signage should be installed to direct trail users to downtown. To encourage residents to travel to downtown, install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district.	
		Continue to provide (and upgrade where necessary) public restrooms, water fountains and bike racks at heavily utilized parks and along key trails through a combination of permanent and portable facilities.	
Events programming that promotes community engagement and cultural offerings.		Define support for existing and new events and culture offerings (ex. fiscal, policy and staffing).	-BID (TBD) -Chamber -Red Brick Museum -Library
		Actively promote the Red Brick Museum and Library as these places provide historic and cultural development and the creative culture for residents and visitors.	-BID (TBD) -Chamber -Red Brick Museum -Library
A strong and engaged network of neighbors, community groups and volunteers.		Build capacity and strengthen relationships with individuals and organizations to address key issues together by building a common vision whereby everyone plays their part in maximizing resources to support culture, events and recreation.	-Friends of the Mukwonago River
		Articulate the unique character of downtown culture, heritage and recreational activities and allocate additional human (and fiscal) resources to marketing and promotion.	-Friends of the Mukwonago River

Downtown Mukwonago Strategic Plan 2017

Focus: Historic Preservation

Date Approved: 12/14/17

~Historic Preservation Strategic Goals~	
Goals	Objectives
Develop a group to guide and support historic preservation	Create and support a community group with a focus on historic preservation.
Develop downtown design guidelines	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
Increase Community Engagement and Awareness	Educate the public, create transparency about the historic preservation program, engagement the public to become ambassadors of the program.

Historic Preservation Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
Develop a group to guide and support historic preservation and compatible redevelopment		Develop a group Action Ideas: -Historic Preservation Commission or Landmarks Commission	-Village Planning/Zoning Admin. -Historic Preservation Commission Members -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owner -Chamber of Commerce Rep. Historic Preservation Group
		Assess the benefits of becoming, and submit applications to become, a BID, Connect Communities, Main Street Community, Certified Local Government	Historic Preservation Group
		Conduct architectural review based on newly created design guidelines	Historic Preservation Group
		Conduct walking tours to promote the historic features and cultural assets of downtown	-Red Brick Museum -Chamber of Commerce
		Coordinate cultural activities/events and work with the Chamber on events and work with property owners to educate about historic preservation	-Red Brick Museum -Chamber of Commerce
		Develop and facilitate financial support tools to support historic preservation and compatible redevelopment Action Ideas: -Low-interest loan pool -Façade and signage grant	-Village Board -Village Administrator -Local Banks
Develop design Guidelines		Educate commercial and residential property owners about the benefits of conducting historic preservation activities	-Historic Preservation Group -Chamber of Commerce
		Guidelines will focus on building exteriors and they will promote longevity for new construction that is compatible with the existing environment	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.

		Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass	<ul style="list-style-type: none"> -Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	<ul style="list-style-type: none"> -Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Guidelines will be shared in multiple methods including: user-friendly website and hard-copy paper resources. Both to be designed to educate downtown property owners, business owners and tenants regarding the contents of the guidelines	<ul style="list-style-type: none"> -Village Administrator -Chamber of Commerce -Historic Preservation Commission
		Public information sessions to seek feedback about the guidelines and to educate property owners	<ul style="list-style-type: none"> -Historic Preservation Commission

Downtown Mukwonago Strategic Plan 2017

Focus: Pedestrian Friendly Environment

Date: APPROVED 1/18/18

~Pedestrian Friendly Environment Strategic Goals~	
Goals	Objectives
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway	Reduce heavy truck traffic downtown for the long-term to promote a pedestrian friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.
Adopt a Truck Route that Bypasses Downtown	Reduce heavy truck traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment	Downtown's environment should be a key reason why people want to visit, work, shop, and live in the center of the Village. Downtown's environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image	Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.

Pedestrian Friendly Environment Goals				
Goals	Focus Year(s)	Action/Event	Stakeholders	
Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway		Negotiate jurisdictional transfer agreements with Waukesha County and WisDOT to relocate Hwy. 83 from downtown to E. Veterans Way and Holz Parkway	Village Board Village Staff WisDOT Waukesha County	
		Develop a plan to update the above ground and underground infrastructure in this area	Village Board Administrator Public Works Director	
Adopt a Truck Route that Bypasses Downtown		Adopt an ordinance to change the truck route from Hwy. 83 through downtown to E. Veterans Way and Holz Parkway. Install temporary signage to redirect traffic and to promote the new route and inform that downtown businesses are open for business.	Village Board Village Attorney WisDOT	
		Install signs to identify the new truck route	Public Works Director WisDOT	
		Install signs that educate residents and visitors about the location of the downtown business district	Public Works Director WisDOT	
Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment		Undertake a study and devise a plan to inventory and assess existing <u>sidewalks, crosswalks</u> and to identify new amenities to be installed. Include a focus on connections between downtown and Plank Road, key points of recreation and residential hubs throughout the Village. Day and night walk-arounds to assess conditions.	Plan Commission Village Board Public Works Director	
		Engage a firm to create a roadway design plan with a focus on beautification, safety and interconnectivity. The plan should address the maintenance and capital replacement of <u>sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains and gathering spaces</u> and the plan should identify new amenities to be installed. The plan should also include a list of potential funding sources.	Plan Commission Village Board Village Administrator Village Finance Director Public Works Director Chamber of Commerce	
		The downtown community and the Police Department should work together to help plan and schedule visible coverage that helps meet public expectations.	Village Board Police Department Chamber of Commerce	

		Develop a plan and install pedestrian wayfinding signage throughout the Village including Downtown as a destination	Plan Commission Village Board Public Works Director Chamber of Commerce
		Develop an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time	Plan Commission Village Board Public Works Director
		Enhance the entrances to downtown to serve as gateways into the district with prominent visual upgrading	Plan Commission Village Board Public Works Director
Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image		Develop a map to share with business owners identifying the location of all parking spaces in Downtown	Village Administrator Chamber of Commerce Public Works Director
		Install wayfinding/directional signage to identify the location of parking lots in downtown	Plan Commission Village Board Public Works Director
		Perform necessary maintenance (i.e. painting, directional signage) for all the parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director
		Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director

MUKWONAGO DOWNTOWN STREETScape – POTENTIAL SCOPE ITEMS

1. Review existing pertinent documents and summarize their recommendations.
2. Inventory and map the general location of existing features within the study area.
3. **[OPTIONAL]** Conduct a parking study, including 2-3 field survey of the study area at identified peak parking periods.
4. Create Design Palette alternatives depicting two (2) design themes that include styles for streetscaping elements.
5. Prepare two preliminary concepts, including:
 - A An illustrated conceptual site plan for a subset of the study area (2-3 blocks in length).
 - B A 3D illustrative typical section representing the predominate road width, incorporating the existing context from both sides of the street.
 - C Provide representative “character” images for all proposed streetscaping elements.
 - D A base map of the downtown district illustrating general improvements throughout the entire downtown district – not just in the core section.
6. Develop a final preferred concept and support materials (see #5.A-D) for the core downtown area.
7. Summarize the work completed in the planning process and provide phasing recommendations, grant opportunities, and cost estimates to implement the Plan.
8. This process could include the following public outreach and coordination:
 - A Coordinate and review final concept with WisDOT and with the consultant involved in initial safety improvements earmarked for 2019.
 - B Working “steering” committee meetings to provide feedback and input during the planning process. The number of meetings is dependent on the tasks/work product included in the scope; however, this process generally ranges from 3-5 total working committee meetings.
 - C Hold one public input meeting in the beginning of the process to introduce the project and solicit input.
 - D **[OPTIONAL]** Conduct an online visual preference survey to receive preferences on all major streetscape.
 - E **[OPTIONAL]** Hold a second public “open house” near the end of the process to review draft plan(s).
 - F **[OPTIONAL]** Conduct a walkabout with key stakeholders (and general public) to view and comment on current concerns and issues.
 - G **[OPTIONAL]** Hold a mini-design charrette to provide some initial ideas and concepts.

PROJECT COST: \$20,000 – \$35,000

Linda Gourdoux

From: Tina Chitwood <tinarodz@hotmail.com>
Sent: Thursday, September 13, 2018 11:19 AM
To: Wamser Jason; Linda Gourdoux; John Weidl; Kyle Knott; Diana Doherty; Village President; Village Trustee 5; view appraisals; Sue Perkins; Eliza Pautz; Eric Martin Brill; rgoodden (rgoodden@andersoncommercialgroup.com)
Subject: Fwd: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request
Attachments: Portage Design Examples.pdf; Waterford Design Examples.pdf

Here is the last estimate I collected for streetscaping design. If I forgot you in the email I sent out yesterday with MSA's estimate please let me know.

Tina

Get [Outlook for Android](#)

From: Mortensen, Tom <Tom.Mortensen@raSmith.com>
Sent: Thursday, September 13, 2018 9:44:17 AM
To: Tina Chitwood
Cc: Mortensen, Tom
Subject: RE: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Tina,

Attached are some examples of the streetscape designs we prepared for both the City of Portage and Waterford. The plans we prepared for Portage are showing aesthetic enhancements for various segments along STH 16 and 33 as you enter into the city and within the downtown historic district. The road plans were prepared by the DOT and we used them as a basis to show how the streetscape could be enhanced through other historic grant and BID funding sources. We worked with a core stakeholder group of city staff and business owners and public members (ad hoc) to develop options and cost estimates over a series of 3 – 4 meetings.

This was very similar to what we did in Waterford when I was working with you. The only difference is that in Waterford we did a series of photo enhanced 3D viewsheds to reflect the proposed improvements, which we did not do in Portage.

The fees for the Portage project were approximately \$18,000 and the Waterford fees were approximately \$25,000.

I hope this helps. Let me know if you have any other questions or if we can be of further assistance. Thanks.

Tom Mortensen, PLA, ASLA

Assistant Director of Land Development Services
Site Planner/Landscape Architecture Group Leader
Licensed in: AZ, WI

raSmith40
YEARS

Recognized as a
Top Workplace

direct: 262 317-3323

From: Tina Chitwood <tinarodz@hotmail.com>
Sent: Wednesday, September 12, 2018 4:24 PM

To: Mortensen, Tom <Tom.Mortensen@raSmith.com>

Subject: Re: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

The meeting is at 6 PM. I'm online tomorrow until noon and can email to the members for the opportunity to review prior to the meeting.

Get [Outlook for Android](#)

From: Mortensen, Tom <Tom.Mortensen@raSmith.com>

Sent: Wednesday, September 12, 2018 3:37:12 PM

To: Tina Chitwood

Subject: RE: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Tina,

What time do you need this info for tomorrow?

Tom Mortensen, PLA, ASLA

Assistant Director of Land Development Services
Site Planner/Landscape Architecture Group Leader
Licensed in: AZ, WI

raSmith40
YEARS

Recognized as a
Top Workplace

direct: 262 317-3323

From: Tina Chitwood <tinarodz@hotmail.com>

Sent: Thursday, September 6, 2018 10:36 AM

To: Mortensen, Tom <Tom.Mortensen@raSmith.com>

Cc: jweidl@villageofmukwonago.com

Subject: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Hi Tom,

It's been too long since we worked together on the streetscaping plan for Waterford! I'm back at it again, this time as a committee member in Mukwonago. We developed a Downtown Strategic Plan this past year and now we are looking for estimated costs for roadway design and streetscaping along Hwy. 83 in Downtown Mukwonago (Page #15, <http://mukwonagodowntown.com/wp-content/uploads/2018/06/Downtown-Muk-Strategic-Plan-FINAL-05312018.pdf>). We would like to provide a recommendation to the Board by the end of September for an allocation of funds we would like earmarked in the 2019 Village budget so we can RFP for this plan in the upcoming year.

Would you be able to send me a copy of the Waterford design renderings you developed and provide an estimated cost to develop a similar plan in Mukwonago in 2019? Our committee meets on Thurs., 9/13; would it be possible to collect this info. from you in this tight of a timeframe?

I'm sure you'll have some questions for me and I'm happy to talk via phone. Because we are down a Regional Director on my team in the Milwaukee office at WEDC my schedule is hectic, so I've also cc'd the Village Administrator, John Weidl, should you need a local contact to add further clarification to this request.

DESIGN ELEMENTS
 MEANDERING CONCRETE SIDEWALK
 DECORATIVE LIGHT POLES
 PLAZA / SEATING AREA
 PLANTING BEDS
 LAWN AREAS



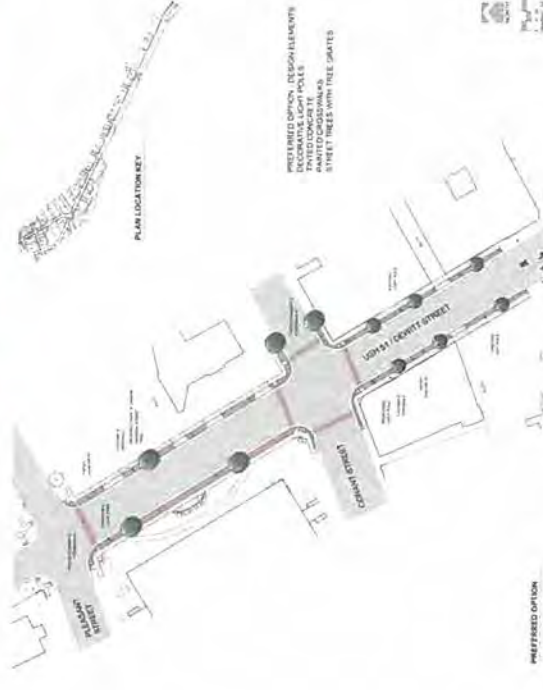
PREFERRED OPTION

U.S.H. 51 - STREETSCAPE DESIGN

CITY OF PORTAGE, WI



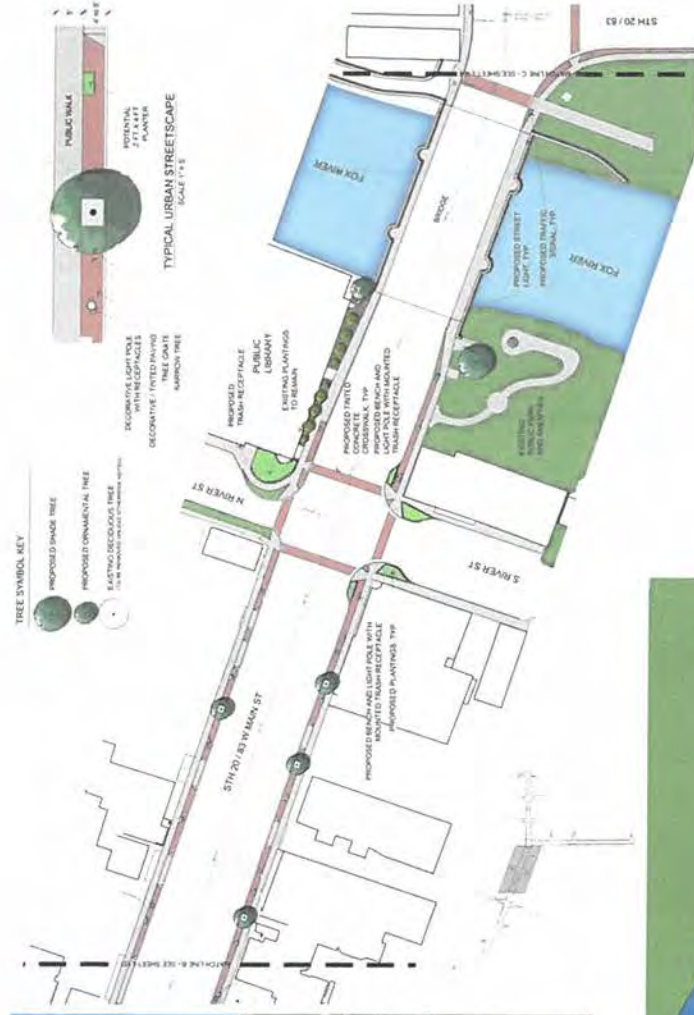
OPTION 2



PREFERRED OPTION

raSmith

CREATIVITY BEYOND ENGINEERING



S.T.H. 20 - STREETSCAPE DESIGN

CITY OF WATERFORD, WI

raSmith

CREATIVITY BEYOND ENGINEERING

Linda Gourdoux

From: Tina Chitwood <tinarodz@hotmail.com>
Sent: Tuesday, September 11, 2018 10:43 PM
To: DBruins@CitizenBank.com; huntfishcamp13@hotmail.com; John Weidl; Village President; Eric Martin Brill; 'April Reszka'; Diana Doherty; Sue Perkins; view appraisals; Village Trustee 5; Eliza Pautz; rgoodden (rgoodden@andersoncommercialgroup.com)
Cc: Kyle Knott; Linda Gourdoux
Subject: Fw: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Another estimate I've collected for our discussion regarding Streetscaping and Roadway Design. Please see the following e-mail from Graef USA.

Sincerely,
Tina

From: Witzling, Larry P. <larry.witzling@graef-usa.com>
Sent: Saturday, September 8, 2018 2:12 PM
To: Tina Chitwood
Cc: jweidl@villageofmukwonago.com
Subject: RE: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Hi All

I reviewed your Downtown Strategic Plan. It is quite thorough and well-reasoned -- a great start and no small achievement.

There is no short answer for the cost of task 1-1 in your Plan. If I had to guess based on past projects, it would be 100k for a scope of work that addresses some combination of issues often found in comparable projects for other communities, such as:

1. Include at least 2 options to show to the public. Usually, after the first set of options, more 'sub options' need to be discussed.
2. Provide a rough 'cost opinion'. That said, this type of construction cost is hard to estimate since detailed conditions on/under the ground vary substantially as do conditions on abutting properties.
3. Explore critical details needed for reliable cost estimates. That is, concept designs sometimes trigger a need for a more thorough process of due diligence (surveys, utilities, etc.). Failure to explore such critical details at the outset can lead to unwanted outcomes.
4. Conduct 2 or 3 community engagement meetings. Projects like the one you envision attract lots of attention and engender discussions regarding tax dollars, traffic, business need, etc.
5. Integrate building design and façade guidelines with the streetscape. Separating public sector 'street design' from private sector 'building design' is often a mistake. Many firms work only for municipalities or only private business, but not both. You need a firm that pro-actively designs for integrating private and public improvements -- a necessity in these types of projects.
6. Involve business organizations at each step. Bring local businesses into the process at the outset so that a comprehensive design and action plan, inclusive of business needs, can be implemented.
7. Confirm the tasks associated with rerouting trucks from Hwy 83. Others in my firm regularly work with DOT. This issue may need a more in-depth look.

When these components are put together the costs go up, but, at the same time, redundancies are reduced and the likelihood of success increases. I would budget 100k. When the RFP goes out, suggest that respondents can choose to propose multiple phases. For example, it might be possible to use 75k for a preliminary implementation phase.

We would be happy to meet with you and other staff/officials/citizens to help you define a strong process, learn what other communities have done, and move forward. If you have any further questions, please let me know.

I hope this helps.

Best

Larry

Larry Witzling, PhD, AIA, ASLA | GRAEF

Senior Urban Designer | Principal

125 South 84th Street, Suite 401 | Milwaukee, WI | 53214
O 414 / 259 1500 | D 414 / 266 9220 | C 414 / 491 0838

www.graef-usa.com

This email and any attachments may contain confidential information to be used only by the intended recipient(s). If you are not the intended recipient of this email, you are expected to disregard the content, delete the email message, and notify the original sender.

From: Tina Chitwood <tinarodz@hotmail.com>

Sent: Thursday, September 06, 2018 10:47 AM

To: Witzling, Larry P. <larry.witzling@graef-usa.com>

Cc: jweidl@villageofmukwonago.com

Subject: Downtown Mukwonago Roadway Design and Streetscaping Plan Estimate Request

Hi Larry,

I'm back at it again, this time as a committee member in Mukwonago. Our committee developed a Downtown Strategic Plan this past year and now we are looking for estimated costs for roadway design and streetscaping along Hwy. 83 in Downtown Mukwonago (Page #15, <http://mukwonagodowntown.com/wp-content/uploads/2018/06/Downtown-Muk-Strategic-Plan-FINAL-05312018.pdf>). We would like to provide a recommendation to the Board by the end of September for an allocation of funds we would like earmarked in the 2019 Village budget so we can RFP for this plan in the upcoming year.

Would you be able to provide me with a copy of a similar plan/renderings you've developed for other communities and provide an estimated cost to develop a similar plan in Mukwonago in 2019? Our committee meets on Thurs., 9/13; would it be possible to collect this info. from you in this tight of a timeframe?

I'm sure you'll have some questions for me and I'm happy to talk via phone. Because we are down a Regional Director on my team in the Milwaukee office at WEDC my schedule is hectic (but hopefully we'll have Kathryn's replacement on board in October!). I've also cc'd the Village Administrator, John Weidl, should you need a local contact to add further clarification to this request.

Sincerely,
Tina Chitwood
262-366-0774
tinarodz@hotmail.com



Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the community.

WEDC's downtown development programs are designed to help communities identify necessary initiatives, stakeholders and resources to make their downtown or urban commercial district a more vibrant and engaging place to live, work and play.

Our programs are designed around The Main Street Approach®, which provides a holistic framework for downtown revitalization focused on four key points:

Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.

Design works to create a safe, inviting environment for shoppers, workers and visitors while preserving a place's historic character.

Economic Vitality works to build a commercial district that responds to the needs of today's consumers while promoting economically profitable businesses and properties.

Promotion communicates unique characteristics, cultural traditions and community pride to create a positive image and attract interest in and traffic to your district.



Photos courtesy of Main Street
Marshfield, Sturgeon Bay Visitor Center,
and Eagle River Revitalization Program.



201 West Washington Avenue
P.O. Box 7970 | Madison, WI 53707-7970
608.210.6840 | inwisconsin.com



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION

DOWNTOWN DEVELOPMENT PROGRAMS

- MAIN STREET
- CONNECT COMMUNITIES

Achieving your vision for revitalization

RESOURCES AND SERVICES

Participants in both the Wisconsin Main Street and Connect Community Programs enjoy access to a wide variety of educational resources, training and tools designed to further local revitalization initiatives, including:

- Regional workshops on pertinent topics
- Annual conference programming
- Regular webinars
- Case studies and best practices
- Regional networking events
- Manager/board orientation/training
- Toolkits on relevant topics such as market analysis, volunteer management, event production, design guidelines, marketing, etc.

WISCONSIN MAIN STREET communities receive intensive technical assistance from WEDC's downtown development staff and consultants to provide tailored support, design assistance and topical solutions for local challenges as well as targeted support for local businesses and property owners.

OUTCOMES

Downtown development is not a one-size-fits-all endeavor, and local outcomes are as unique as the communities they represent. Ranging in size from 700 to 600,000 residents, each program has made strides in achieving local goals. Participants commonly report increased storefront occupancy, improved environment and aesthetics, increased property values and an expanded customer base, among other outcomes.

PROGRAMS



MAIN STREET

The **Wisconsin Main Street** program was created in 1987, and is affiliated with the National Main Street Center. The **Main Street America™** program is designed to provide technical support and training for organizations dedicated to downtown or commercial corridor revitalization activities. The program is flexible in its ability to accommodate a wide range of community sizes and situations. Successful programs will have established a strong local base of support which enables them to undertake a broad spectrum of initiatives specifically designed to foster local success.



CONNECT COMMUNITIES

Created in 2013, the Connect Communities program is designed to provide training and networking for communities or organizations working on revitalization topics. Connect Communities is a great option for communities beginning new revitalization efforts, those looking to provide additional resources to support local commercial district businesses and property owners, and individuals interested in networking with other professionals and gaining useful information on strategies and techniques to address common revitalization challenges.

APPLICATION INFORMATION

MAIN STREET

Applicants to the Wisconsin Main Street program must be organizations focused on downtown or urban commercial district issues. The organization must have paid staff and an adequate budget for carrying out activities (\$40,000 in communities under 5,000 or \$70,000 in larger communities).

Applications are accepted annually in the spring, and interviews will be held with eligible applicants to determine organization readiness. Up to 3 new communities will be admitted to the program in the following fiscal year.

Participating organizations must complete regular reporting and meet annual attendance requirements to remain in the Wisconsin Main Street Program.

CONNECT COMMUNITIES

Applicants for Connect Communities program may be any organization or governmental entity interested in pursuing revitalization activities at the local level.

Applications are accepted twice annually in the spring and fall, and up to 20 new communities will be admitted to the program in each fiscal year.

Participating organizations must complete annual reporting and meet annual attendance requirements to remain in the Connect Communities program.





CONNECT COMMUNITIES AND MAIN STREET

REVITALIZING COMMUNITIES IN WISCONSIN®

Downtowns and historic commercial districts play an important role in their communities and in Wisconsin's overall economy, functioning not only as prominent employment and business centers, but oftentimes as the cultural and civic heart of the community. Successful commercial districts don't just happen. They need to be planned and nurtured. Their prosperity requires interest and action from many stakeholders who share a vision for the future.

HOW IT WORKS

Two programs exist to assist Wisconsin communities with revitalization efforts: Main Street and Connect Communities. These programs help local leaders leverage the unique assets of their downtowns and commercial districts, providing access to resources and networking opportunities to support local revitalization efforts.

Participants in both the **Wisconsin Main Street Program** and the **Connect Communities Program** receive operational assistance including access to educational workshops, webinars and conferences; networking opportunities; and an online resource guide—all designed to facilitate revitalization of downtowns and urban commercial districts. These programs benefit a diverse array of communities by size and geography, supporting the efforts of both emerging and established revitalization programs.

Resources provided by the Wisconsin Economic Development Corporation (WEDC) to foster vibrant commercial centers include:

- Regional workshops on pertinent topics
- Annual conference programming
- Regular webinars and discussion calls
- Online resource toolkit and best practice guide
- Regional networking events
- Staff and board orientation training

APPLICATION DETAILS

A competitive application process is used to identify communities that are ready and able to advance downtown revitalization initiatives. Main Street applicants must have paid staff and meet minimum budget requirements.

Both Main Street and Connect Communities applicants should demonstrate the following:

- Defined downtown/commercial district
- Need for assistance
- Organizational stability
- Availability of local support and resources

For more information about the Connect Communities and Main Street Programs, contact a WEDC regional economic development director or call 855-INWIBIZ toll-free.

You can find the list of regional directors and territories covered at wedc.org/regional.

ELIGIBILITY REQUIREMENTS

A participating community must have an organization or group that focuses on downtown/historic commercial district issues, be able to commit to participation in education and training opportunities, and fulfill annual reporting requirements. Communities will be required to sign a participation agreement with WEDC, and Connect Communities will pay an annual participation fee of \$200.

APPLICATION AND SELECTION PROCESS

Connect Communities applications are accepted twice per year: in the spring and in the fall. Main Street applications are due annually in mid-April.